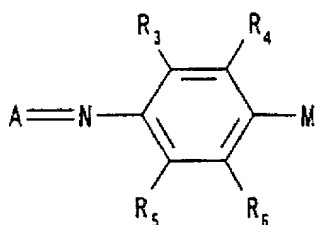


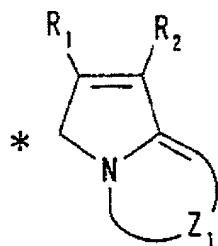
# WHAT IS CLAIMED IS:

1. An ink-jet ink comprising a coloring composition including an oil-soluble dye represented by following general formula (I):



General formula (I)

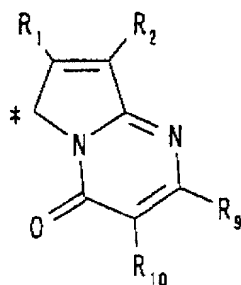
wherein A represents a group represented by general formula (II), R<sub>3</sub>-R<sub>6</sub> each independently represents a hydrogen atom or a substituent, M represents -OY or -N(R<sub>7</sub>)(R<sub>8</sub>), Y represents a hydrogen atom or a cation necessary for neutralizing charge of an oxygen ion, R<sub>7</sub> and R<sub>8</sub> each independently represents one of an alkyl group, aryl group, heterocyclic group, acyl group, alkylsulfonyl group, and arylsulfonyl group, R<sub>7</sub> and R<sub>8</sub> may be bonded to each other to form a ring, any of a pair R<sub>4</sub> and R<sub>7</sub> and a pair R<sub>6</sub> and R<sub>8</sub> may be bonded to each other to form a ring, any of a pair R<sub>3</sub> and R<sub>4</sub> and a pair R<sub>5</sub> and R<sub>6</sub> may be bonded to each other to form a ring, and general formula (II) is as follows:



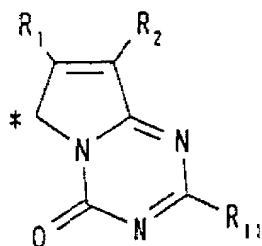
General formula (II)

wherein  $R_1$  represents a hydrogen atom or a substituent,  $R_2$  represents a substituent,  $Z_1$  represents a group of non-metal atoms necessary for forming a 6-membered nitrogen-containing heterocycle, and \* represents a bonding position.

2. An ink-jet ink according to claim 1, wherein A in general formula (I) is a group represented by one of following general formula (III) and general formula (IV):



General formula (III)



General formula (IV)

wherein R<sub>1</sub> represents a hydrogen atom or a substituent, R<sub>2</sub> represents a substituent, R<sub>9</sub>, R<sub>10</sub> and R<sub>11</sub> each independently represents a hydrogen atom or a substituent, and \* represents a bonding position.

3. An ink-jet ink according to claim 1, wherein the oil-soluble dye represented by general formula (I) is dispersed in a water-based medium.

4. An ink-jet ink according to claim 3, wherein the oil-soluble dye represented by general formula (I) is dissolved in a high boiling point organic solvent having a boiling point of at least 150 °C and a dielectric constant of 3 to 12 before being dispersed in the water-based medium.

5. An ink-jet ink according to claim 3, wherein coloring particulates, which contain the oil-soluble dye represented by general formula (I) and an oil-soluble polymer, are dispersed in the water-based medium.

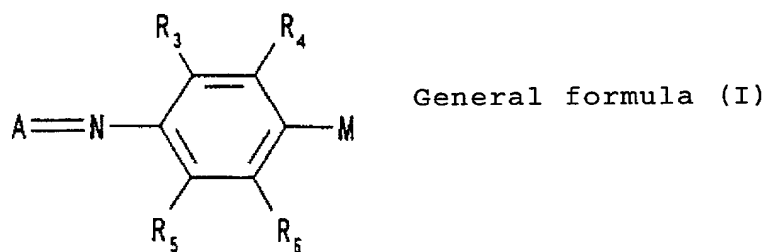
6. An ink-jet ink according to claim 5, wherein content of the oil-soluble polymer in the coloring composition is from 10 to 1000 mass parts, relative to 100 mass parts of the oil-soluble dye.

7. An ink-jet ink according to claim 5, further comprising a high boiling point organic solvent.

8. An ink-jet ink according to claim 7, wherein content of the high boiling point organic solvent in the coloring composition is from 1 to 1000 mass parts, relative to 100 mass parts of the oil-soluble dye.

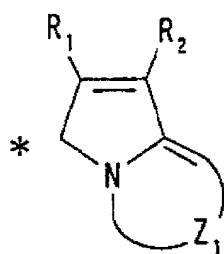
9. An ink-jet ink according to claim 5, wherein, in the coloring particulates, the oil-soluble dye is dispersed in the oil-soluble polymer.

10. A coloring composition comprising an oil-soluble dye represented by following general formula (I):



wherein A represents a group represented by general formula (II), R<sub>3</sub>-R<sub>6</sub> each independently represents a hydrogen atom or a substituent, M represents -OY or -N(R<sub>7</sub>)(R<sub>8</sub>), Y represents a hydrogen atom or a cation necessary for neutralizing charge of an oxygen ion, R<sub>7</sub>

and  $R_8$  each independently represents one of an alkyl group, aryl group, heterocyclic group, acyl group, alkylsulfonyl group, and arylsulfonyl group,  $R_7$  and  $R_8$  may be bonded to each other to form a ring, any of a pair  $R_4$  and  $R_7$  and a pair  $R_6$  and  $R_8$  may be bonded to each other to form a ring, any of a pair  $R_3$  and  $R_4$  and a pair  $R_5$  and  $R_6$  may be bonded to each other to form a ring, and general formula (II) is as follows:

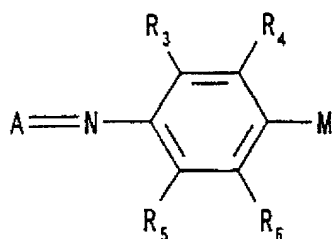


General formula (II)

wherein  $R_1$  represents a hydrogen atom or a substituent,  $R_2$  represents a substituent,  $Z_1$  represents a group of non-metal atoms necessary for forming a 6-membered nitrogen-containing heterocycle, and \* represents a bonding position.

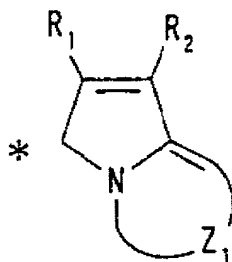
11. A coloring composition according to claim 10, wherein said coloring composition is used for an ink composition.

12. An ink jet recording method wherein recording is performed using an ink-jet ink that includes a coloring composition including an oil-soluble dye represented by following general formula (I):



General formula (I)

wherein A represents a group represented by general formula (II),  $R_3$ - $R_6$  each independently represents a hydrogen atom or a substituent, M represents  $-OY$  or  $-N(R_7)(R_8)$ , Y represents a hydrogen atom or a cation necessary for neutralizing charge of an oxygen ion,  $R_7$  and  $R_8$  each independently represents one of an alkyl group, aryl group, heterocyclic group, acyl group, alkylsulfonyl group, and arylsulfonyl group,  $R_7$  and  $R_8$  may be bonded to each other to form a ring, any of a pair  $R_4$  and  $R_7$  and a pair  $R_6$  and  $R_8$  may be bonded to each other to form a ring, any of a pair  $R_3$  and  $R_4$  and a pair  $R_5$  and  $R_6$  may be bonded to each other to form a ring, and general formula (II) is as follows:

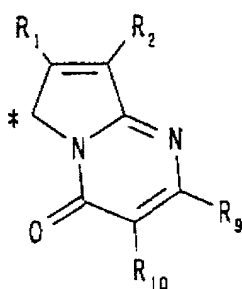


General formula (II)

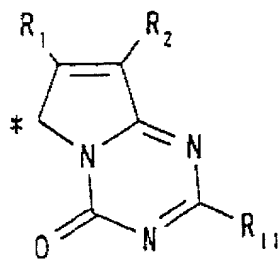
wherein  $R_1$  represents a hydrogen atom or a substituent,  $R_2$  represents a substituent,  $Z_1$  represents a group of non-metal atoms

necessary for forming a 6-membered nitrogen-containing heterocycle, and \* represents a bonding position.

13. An ink jet recording method according to claim 12, wherein A in general formula (I) is a group represented by one of following general formula (III) and general formula (IV):



General formula (III)



General formula (IV)

wherein R<sub>1</sub> represents a hydrogen atom or a substituent, R<sub>2</sub> represents a substituent, R<sub>9</sub>, R<sub>10</sub> and R<sub>11</sub> each independently represents a hydrogen atom or a substituent, and \* represents a bonding position.

14. An ink jet recording method according to claim 12,

wherein the oil-soluble dye represented by general formula (I) is dispersed in a water-based medium.

15. An ink jet recording method according to claim 12, wherein the oil-soluble dye represented by general formula (I) is dissolved in a high boiling point organic solvent having a boiling point of at least 150 °C and a dielectric constant of 3 to 12 before being dispersed in the water-based medium.

16. An ink jet recording method according to claim 12, wherein coloring particulates, which contain the oil-soluble dye represented by general formula (I) and an oil-soluble polymer, are dispersed in the water-based medium.

17. An ink jet recording method according to claim 16, further comprising a high boiling point organic solvent.

18. An ink jet recording method according to claim 16, wherein, in the coloring particulates, the oil-soluble dye is dispersed in the oil-soluble polymer.